

ACTUAL STORIES OF STANDARD SERVICE

The desire of every Standard Service Man is to render Service as Unsurpassed as the gasoline he sells. This unusual and dramatic incident, taken from the correspondence files of the Standard Oil Company, illustrates, not the friendly daily services, but some of the exceptional efforts that are the direct outgrowth of the "Standard Service Habit."

*Saved by
STANDARD SERVICE
- one Boy's Life*

"IF it hadn't been for some mighty fast 'Standard Service,' I guess I wouldn't be here now!

"I was tearing down Oak Street when—bang—I hit a mud puddle and my motor cycle skidded, turned turtle and burst into flames. In an instant I was drenched with blazing gasoline—my hands and legs on fire—killing me! I saw somebody standing over me pumping a fire extinguisher, and then passed out.

"Lucky I cracked up right in front of a Standard Oil station! My Doc says the Standard Service Man saved my life."

Of course they are not a rescue squad, but Standard Service Men offer more than a long list of valuable motoring services. They have a genuine willingness to help you—they take a real interest in your personal needs. No wonder more motorists choose Standard Service than any other. Drive in today.

STANDARD OIL COMPANY OF CALIFORNIA



**STANDARD OIL
Dealers**

MUST BE RELIABLE!—You can't even see most of the places where grease goes into your car—so it's well to rely on experts, such as the Standard Oil Dealers who are authorized Lubrication Specialists. They know how—besides being equipped to serve you in your other motoring requirements. Make your Standard Oil Dealer your money-saving advisor!

SO EASY TO AVOID TROUBLE!—Because every Standard Station man is school-trained to check your battery on request, it's a simple matter for you to get full value from it. Whether it's one of Standard Stations famous Atlas Batteries, guaranteed by Standard Oil Company, or any other make, he is glad to render this free service.



**Unsurpassed
STANDARD SERVICE
Unsurpassed
STANDARD GASOLINE**

**LET STANDARD SERVICE MEN
DO ALL THESE THINGS FOR YOU**

- COMPLETE LUBRICATION SERVICE.
- TIRES CHECKED, INSPECTED AND INFLATED.
- BATTERIES TESTED AND REFILLED.
- RADIATOR AND CLEAN WINDSHIELD SERVICE.
- LIGHTS CHECKED—HEADLAMPS CLEANED.
- SPARK PLUGS TESTED at many stations.
- VALUABLE MOTORING ACCESSORIES.
- CLEAN REST ROOMS.
- TELEPHONE SERVICE at many stations.
- ROAD MAPS, INFORMATION ON WHERE TO GO AND HOW TO GET THERE.

Standard Service

